

Leading a nation in tackling dementia

Jeremy Hughes
CBE
Chief Executive



Commitments: Prime Minister's Challenge on Dementia 2020

- Improve care and support for people affected by dementia
- Increase awareness and prioritisation
- Increase funded research



Prime Minister's Challenge on Dementia 2020

Implementation Plan



A New Deal on Support



Fix Dementia Care



A New Deal on Society



The Dementia Statements

What people affected by dementia want
alzheimers.org.uk

DAA Dementia Action Alliance



A New Deal on Research



Professor Linda Clare -
IDEAL



Professor Bart De
Strooper - DRI



'We want to address what
resources are needed to
provide a better quality of
care, and how these can
be successfully delivered.'

Professor Louise Robinson
Alzheimer's Society Centre of Excellence
Newcastle University



2025: in the UK and globally



**World Dementia
Council** Leading the Global Action
Against Dementia



**World Health
Organization**



Thank you

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